

**AMERICANA
TELEVISION
NETWORK, INC.**

EX PARTE OR LATE FILED
RECEIVED

FEB 14 1994

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

February 14, 1994

DOCKET FILE COPY ORIGINAL

MM Docket 92-266 - Ex Parte Presentation

The Honorable Reed E. Hundt
Chairman
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Dear Mr. Chairman:

I am writing to express my alarm over recent reports that the Commission intends to revise its cable rate regulation rules in a manner that requires cable television operators to implement another round of rate reductions. Americana Television Network, of which I am the Chief Operating Officer, is a recently launched satellite programming network that, based on the response of cable operators and viewers to date, would face a bright future if cable systems were free to select, package and price programming to meet the needs and demands of their subscribers. The rate reductions and price caps imposed by the Commission's rules, however, have made it difficult for cable operators to commit to carriage of Americana, especially while many aspects of those rules await clarification and reconsideration. Further reductions and restrictions on rates will, I fear, make it impossible for cable systems to add new, diverse services -- and will, in particular, dampen Americana's own promising future.

Let me, first of all, tell you about Americana. It's difficult to describe our programming, because it fits none of the standard molds for cable programming. Our network is as unique as our home town of Branson, Missouri, a small town in the Ozarks that has emerged in the last decade as a center for indigenous American music and

No. of Copies rec'd _____
List A B C D E

culture. And, as our name suggests, our programming presents the diverse sorts of "Americana" that Branson represents. As we state in our promotional materials, Americana "produces, exhibits, and distributes high-quality, original . . . family-oriented entertainment programming with an emphasis on the music of America (country, bluegrass, jazz, blues and gospel), back-to-the-basics lifestyle pieces, folk arts and crafts, travel, outdoors and sports shows." Our commitment to "high-quality" and "original" programming is genuine and unwavering, backed by a capitalization of \$32 million and an investment to date of over \$12 million.

We launched our service on April 3, 1993 -- two days after the Commission adopted its rate regulation rules. Until quite recently, we had no channel of our own. Instead, we were carried during prime time hours on another programming service, Nostalgia Television. But on January 15, 1994, we became a full-fledged around-the-clock service with our own transponder. Our signal is not scrambled (and we have no plans to scramble it), so we're available to the seven million homes with backyard dishes. But our ability to grow and to provide the high-quality original programming that defines our service depends on our ability to succeed as a subscriber and advertiser supported cable service. So far, we've been able to reach approximately 1.2 million cable homes serving 2.9 million subscribers. But while petitions for reconsideration of the Commission's rate regulation rules have been pending, it has been extremely difficult to get carriage commitments from additional multiple system operators ("MSO"s).

I have little doubt that the cutbacks required by the rate regulation rules and the matters that remain unresolved or are subject to change on reconsideration are the cause of the MSOs' reluctance to add our service to their systems. With more than 70 satellite programming services now available to cable systems, it's sometimes difficult to persuade a cable operator that a new service offers something different that will attract new subscribers and enhance the value of cable service to existing subscribers. But most MSOs with whom we've spoken have been unusually enthusiastic about our service. And their enthusiasm is based not only on their instincts and reactions to our programming but also on empirical evidence of our appeal to subscribers. As an example of such evidence, I'm providing the unedited responses to a survey that is currently being conducted by a cable system in your general vicinity -- the Media General system serving Fairfax County, Virginia. That system does not currently carry Americana on a regular basis, but, in order to gauge subscriber interest in the service, has been carrying it on a "preview" channel, with a message asking subscribers to phone in their reactions. The system has not been promoting the channel; subscribers have had to find it on their own among the more than 100 other channels on the system. Nevertheless, as you will see, the preview has generated more than 600 responses, and they are overwhelmingly positive.

But we've been told by numerous MSOs that, despite their enthusiasm, they simply cannot add our service during this period of regulatory uncertainty. For a cable system that chooses to comply with the rate benchmarks and price caps (rather than to try to justify higher rates in a "cost-of-service" proceeding), there are several problems. *First*, the benchmarks themselves have required severe cutbacks in existing rates and revenues, and this has necessitated comparable cutbacks in expenditures. I don't know the extent to which the rates of cable systems exceed what would be charged if those systems faced competition from another multichannel provider. I do know, however, based on more than 20 years experience in the cable industry, that most MSOs typically reinvest their earnings, whether excessive or not, in their business -- in facilities and in programming. If those earnings are reduced by regulatory fiat, so, too, will be the level of investment in programming. That's probably one reason why Congress required only that *basic* rates be pegged to the rates that would be charged if a system were subject to effective competition and established different, more liberal criteria for determining whether rates for non-basic tiers are unreasonable. But the Commission's benchmarks reduce rates for basic *and* non-basic tiers to the same levels, based on the average rates charged by comparable systems that are subject to effective competition.

Second, although the benchmarks are based on rates charged by systems on September 30, 1992, the Commission's price caps do not allow systems to pass through additional costs of programming and facilities that were incurred between that date and the initial date of regulation (which could not have occurred before September 1, 1993) or March 1, 1994, whichever comes first, to the extent that such costs exceeded inflation. Programming cost increases have, during the past year and a half, substantially exceeded the rate of inflation. Thus, cable operators have been required to allocate funds to make up this revenue shortfall and pay for existing programming before committing additional amounts for the carriage of new program services.

Third, while the rules allow cable operators to pass through increases in the costs of *existing* programming incurred after the initial date of regulation or March 1, 1994, the effects on rates of adding *new* programming on *new* channels is not so clear. The problem is that the Commission's benchmarks vary depending on the total number of channels and the number of satellite services provided by the system. And in many cases, the benchmarks decline sharply as the number of channels increases. The Commission has not yet determined precisely how a system's maximum permissible rate would change if it added channels of service. But it has proposed that the system's maximum permissible *per-channel* rate for all its regulated tiers of service would decline by approximately the same steep percentage as the corresponding decline in the benchmarks. Under such an approach, the additional allowable revenues that could be recovered after adding channels would in many cases fail to cover the combined costs of

The Honorable Reed E. Hundt
February 14, 1994
Page - 4 -

the new programming and the new channel capacity. And the Commission has already ruled that the costs incurred in rebuilding facilities or otherwise adding channel capacity are not to be treated as "external costs" and cannot be passed through in increased rates.

To recover the costs of adding new channel capacity -- and any other costs of adding new programming that are not recoverable under the benchmarks and price caps -- cable systems would have to undertake "cost-of-service" showings. But the costs and the risks of this option may, in many circumstances, be forbidding. Opting for cost-of-service is risky because the Commission has ruled that a system's rates will be set at whatever level is determined to be reasonable, even if that level is below the system's benchmark rate. And the risks are particularly daunting at this point -- first, because the Commission has not yet adopted any standards for reviewing such showings and deciding whether a rate is reasonable, and, second, because the general principles that the Commission has proposed are quite severe, allowing cable operators, for example, to recover a reasonable return only on the "original cost" of their systems, and not on any of their acquisition costs. I don't know whether this is the right way to decide whether a rate is "reasonable." But I do know that cable operators need to pay the debt service on their acquisition costs before they can incur new programming costs, even if, in theory, their allowable rates are meant to cover programming costs but not acquisition costs.

So, the reluctance of MSOs to sign up for our programming service pending reconsideration and clarification of the Commission's rules has been understandable -- but it has also been frustrating and worrisome for us at Americana. With each postponement of the Commission's resolution of the pending issues and each extension of the rate freeze, our ability to grow and compete with established services in the video marketplace has been held back. We will not be able to reach the critical mass of cable subscribers that we need in order to survive until the uncertainty surrounding the rate regulation rules is eliminated and cable operators can be confident that they will be allowed to charge rates that are sufficient to recover the costs of programming that their subscribers want and are willing to pay for. It's difficult for cable operators to have that sort of confidence under the existing benchmarks, but my sense is that programmers like Americana could get the opportunity they need -- even under those benchmarks -- if the Commission adopted rules that allowed systems to pass through the full costs of upgrading or adding channels to their systems and that enabled systems to add channels without having to reduce their overall per-channel rates so substantially as to make the addition of new programming unprofitable.

I hope that the recent reports that the Commission will finally meet and resolve many of the pending matters later this month are accurate. But I also hope that the reports that the Commission intends, on reconsideration, to make its rules *more* stringent

The Honorable Reed E. Hundt
February 14, 1994
Page - 5 -

and to *reduce* even further the existing benchmarks are uninformed and erroneous. We've been waiting hopefully for an end to the regulatory uncertainty that has kept us from providing our programming to viewers nationwide. Placing more severe restraints on cable rates will, to be sure, eliminate much of that uncertainty -- at least insofar as it affects new programmers like Americana. It will almost certainly mean that we will not, for the foreseeable future, have the opportunity to meet our demonstrated potential and that television viewers will be denied the quality and diversity that has been our promise.

These are complex and difficult issues for a new chairman to have to come to grips with so soon after taking office. But, for a programming service like Americana, they are life-and-death issues. I urge you, in reviewing and revising the rate regulation rules, not to punish cable systems (and, ultimately, new program services) by requiring still more drastic rate reductions but, instead, to clarify and amend the rules in a way that provides regulatory certainty and that preserves the incentives and abilities of cable operators to continue to add and invest in diverse and high-quality programming services like Americana.

I appreciate your consideration of our views and I would, of course, especially appreciate the opportunity to meet with you to discuss these matters.

Very truly yours,



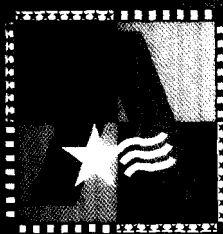
Margaret Combs
Chief Operating Officer

MC/
Enclosures
cc: Commissioner Andrew C. Barrett
Commissioner James H. Quello
Mr. William F. Caton, Acting Secretary

In the stream of cable television entertainment choices,
you hold the power to either stay the course or
EXPLORE NEW TERRITORIES.

Enter our channel, charted deep in heritage,
proven to be the passageway to
greater viewer satisfaction.

HEAR the chatter of the regatta,
but **LISTEN** to the voices of
your customers...the navigators.



AMERICANA
Great Regattas
Original Art

AMERICA IS ABOUT PEOPLE...

ordinary people doing extraordinary things and extraordinary people doing ordinary things, strumming the harmonious chords that guide the chorus of our nation.

Within the channel called Americana, these people come to life. They have a voice. They have a heart and they've made a choice...**EXPLORE NEW TERRITORIES.**



STAN HITCHCOCK'S HEART TO HEART

From settings as natural as the front porch of a log cabin, to a cluster of perfectly cut stumps under the shade of an oak tree, Stan Hitchcock brings you a proven winner.

Heart to Heart was the top-rated show on cable's Country Music Television. Hitchcock welcomes his friends to share a warm discussion about their lives, their pasts and the music that carves out their niche in America's country music tale. Tune in and listen with your heart.

AMERICANA BRANSON JAM

Only the heavens have more stars all in one place than Branson, Missouri during the Americana Branson Jam.

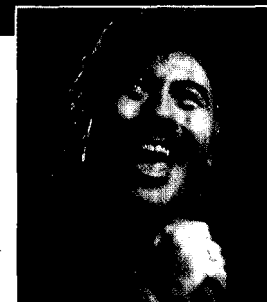
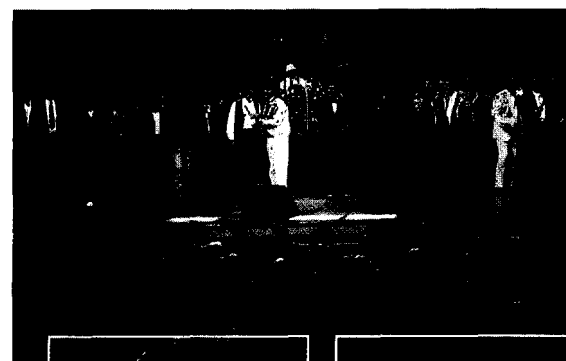
This spectacular multiple day event becomes Americana's exclusive series which showcases the stars that make Branson the Country Music Show Capital of America, plus many touring artists who comprise the Branson venue. In '93, capacity crowds filled the spectacular Grand Palace to grab a taste of Branson's upcoming season. The 1994 Americana Branson Jam promises to be an entertainment bonanza.

AMERICANA SAMPLER

If America's musical entertainment montage resembled a quilt, no block would be more colorful than the Americana Sampler.

As if creating a patchwork quilt, The Americana Sampler has taken threads of America's music and woven them together to create quality entertainment vignettes airing throughout each day. The program's composition of original acoustic music, breathtaking looks at

nature, interview clips, mini-documentaries on arts and crafts, and outdoor news, serves as a true "Sampler" of the network's diverse programming.



NIGHT AIR

Piercing through the crisp night air... sounds of music ride the radio waves.

The disc jockey of radio's "Night Air" has taken over. He's playing his favorite types of music: jazz, country, blues and folk. He finds everything the evening's featured artist has to offer. Get to know Bonnie Raitt, the styles of Nat King Cole and Lyle Lovett through the radio waves in the Night Air.

STORYTELLERS' THEATRE

History lives, not in books, but, in stories passed on from the hearts of the gifted storytellers.

From the adventures relived by a gas station philosopher (Merlin & Myself) and the folk stories told on stage at Owensboro, Kentucky, to the prophet fires of the Sioux Tribe and Indian legends of Shaman Sitting Bear and Cowboy Poets...these storytelling performances captivate audiences with clean comedy and rich heritage.



...*"You have done an excellent job of weaving the music together, and I think it is super!..."*

FREDA WELLS • FT. WORTH, TX



AMERICANA DIGEST

Turn the pages of Americana's magazine show as they come to life revealing extraordinary people doing ordinary things and ordinary people doing extraordinary things.

Hosts Pirie Jones and Chuck Long are your tour guides across the country discovering entertaining news and bits of American magic. On the set, Chuck and Pirie charm audiences with their down-home wit and easy-going nature. In Branson, live audiences grab glimpses of the true people beneath the celebrity glitter.



AMERICANA DOCUMENTARY

Documenting everyday lives of everyday people who unknowingly provide the glue that bonds our nation together.

Americana documents the lives of artisans, craftsmen, musicians, and characters who, through their art and music, offer a distinct insight into the things that make America unique. Viewers take a look at a day in the lives of everyday people, from Appalachian quilters to old-time chair makers and small-town ice cream makers.



BACKSTAGE PASS

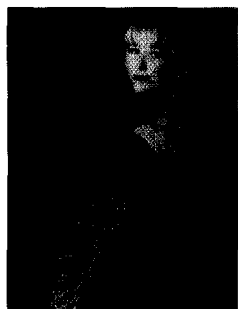
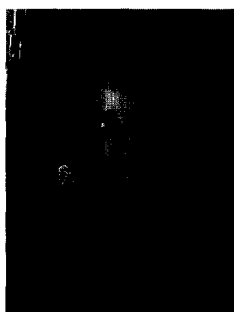
Star gazing in Branson is up close and personal with your own Backstage Pass.

Our cameras go back stage at Branson's theaters, while the hosts and crews wander around for a behind-the-scenes glimpse at each spectacular production. Cameras will capture the shows and the showmen, but, this Backstage Pass is designed to take you where you might sneak...only if you dare!

CHUCK'S COUNTRY LIGHTNING

Who says lightning never strikes twice? Chuck's Country Lightning harnesses the energy of America's hottest music!

This fast-paced video and interview show spotlights the legends, hottest stars and newcomers in country music. Tune in and keep current on the latest Top 5 play lists, videos with break-out potential and concert tour information. Long will feature single picks of the week, album picks and music reviews.



"The Americana Network is the BEST thing that has happened to TV!"

THE COLLINS • SYKESVILLE, MD

LISTEN to the voices of our customers... **THE NAVIGATORS.**

"When the TV was plugged in, it searched out the local channels—usual garbage. But there was one more channel that I didn't know was there...Americana. What a good little buddy this charming channel has been!"

Judy Childerhose • Bakersfield, CA

"The video [A Passion For Their Craft, an Americana Documentary covering the 1992 Wooden Boat Show in Newport, RI] was able to evoke in me strong memories— all happy ones— of wooden boats I've seen, sailed and owned a quarter century and more ago."

R. Clifford Black • Director, Public Affairs • AMTRAK® • Washington, D.C.

"Words cannot express the great joy your program, 'The Old Country Church,' brings to us each Sunday at 3pm here in Los Angeles."

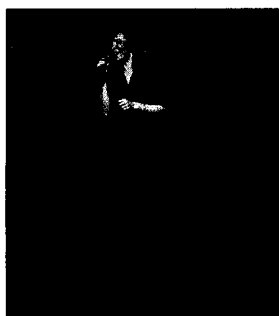
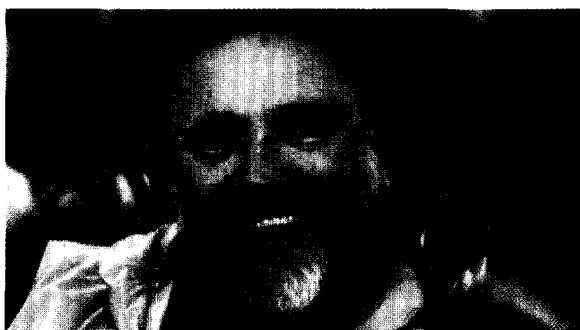
Earl Sabiers • Los Angeles, CA

"Just a little note to tell you how much I enjoy both the Reno Brothers program and the Americana Sampler. We started off just watching the Reno Brothers, but have now become addicted to your sampler program as well."

Chris Rush • Mountain Ranch, CA

"I found your Americana Television quite by accident. I was flipping through the channels, and there you were. I have been watching every day for the past three weeks. I saw your 'Heart To Heart' with Mark Chesnutt and I really enjoyed it..."

Carolyn Roach • Jackson, TN



WHAT WE ARE... programming philosophy

Our programming is designed to appeal to the vast American audience who has colorful memories of family outings in the countryside, gatherings at quaint country churches, or joining in musical celebration with a close relative.

Americana has a unique philosophy which revolves around the entire family—around people who believe in and want to see the positive and worthy aspects of our country. Unlike other networks, all of Americana's programming is suitable for young and old viewers alike—**GUARANTEED!**

The network focuses on the patchwork of cultures which form the tapestry that is America—its rich heritage and roots, the scenery, arts, crafts, pastimes, and yes, music. Uniquely American forms of music: bluegrass, folk, jazz, blues, gospel, mountain, and the broad spectrum of what is known as "country" today.

Americana, proven programming as original as this great nation.

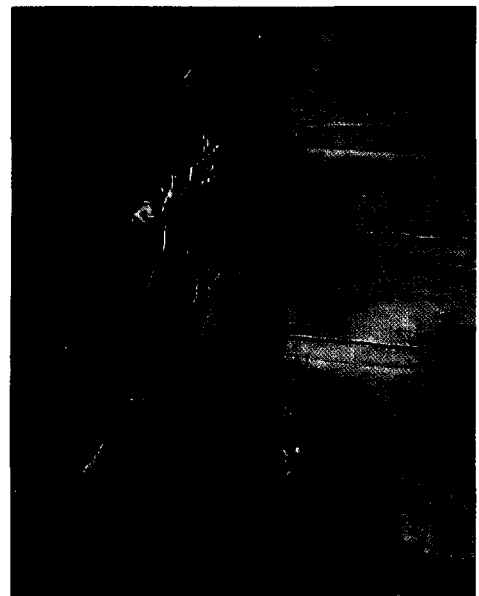
PROVEN PROGRAMMING *as original as this great nation.*

A proven winner. Americana was the first new cable network to **EXPLORE** the tactic of a “sheltered launch” of our programming. It worked!

This unveiling of our product convinced us it was what the subscribers wanted. From our viewer response we’ve learned more about our **NEW** customer...what programs they watch, why they like them and what programs they would like to see more of.

We have ratings! Unlike all other new cable networks, we have had the opportunity to be rated since our sheltered launch was carried on a network monitored by A.C. Nielson.

We have quality! The Americana programming had proven itself even before the full-time launch as cable television bestowed its highest honor...a CABLE ACE AWARD nomination for “Best Musical Series” for “Reno’s Old-Time Music Festival”. With all the **TERRITORIES** available for the cable fan, we are thrilled to be recognized as one of quality.





RENO'S OLD-TIME MUSIC FESTIVAL

At the roots of country music beats bluegrass and at the roots of bluegrass, the Reno family is still pickin'.

If you're a fan of bluegrass music, the Reno name is probably no stranger to you. Ronnie Reno carries on the Reno tradition by bringing viewers today's performances of both bluegrass legends and the hottest acts of the '90's. Reno believes that "with the acceptance of 'unplugged' acoustic music as an art form, bluegrass is gaining popularity and appreciation with young and old alike." This series has been nominated for Cable Television's highest honor...the ACE Award.

COUNTRY STORE

There is nothing quite as wonderful as a pot-bellied stove, a rocking chair, a piece of knitting to pass the time, and a good conversation at the old Country Store.

Americana takes its cameras to a cozy Country Store, where two hospitable ladies invite viewers to browse their shelves and purchase the hand-made items and crafts that we might find at quaint stores throughout the Ozark Mountain region. Viewers can reach Country Store with 1-800 and 1-900 phone numbers during each 2-hour segment.

HOMETOWN GAZETTE

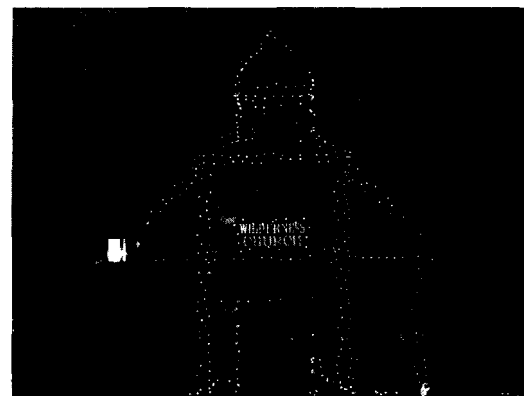
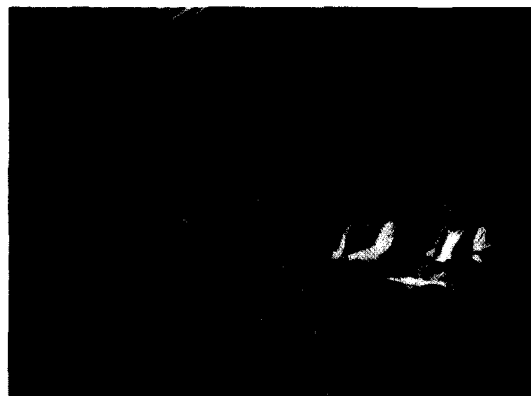
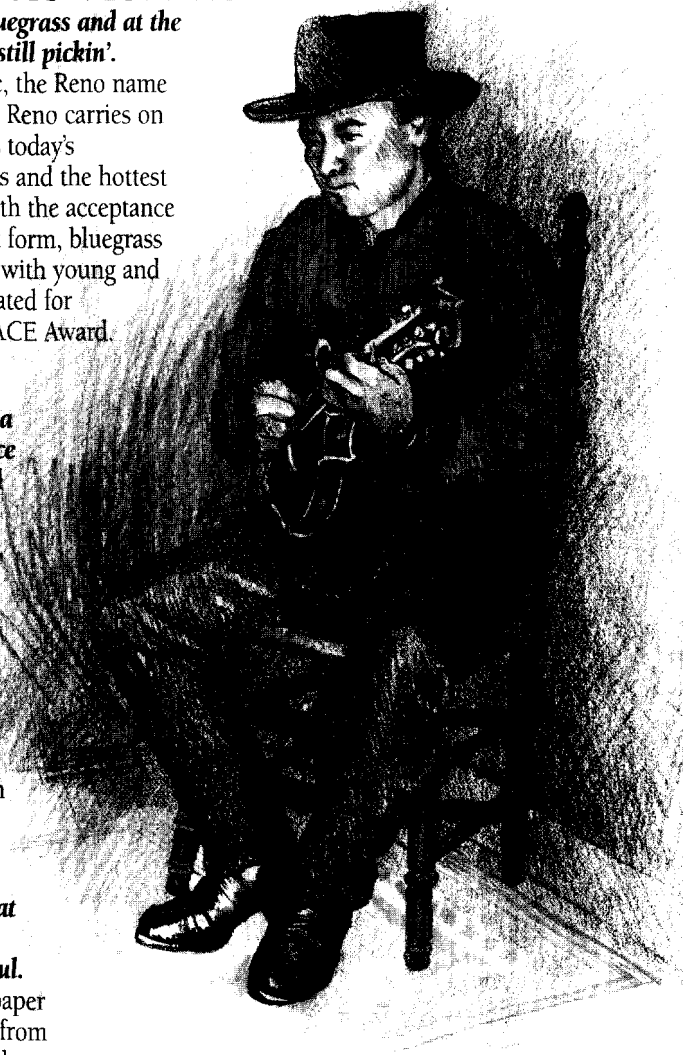
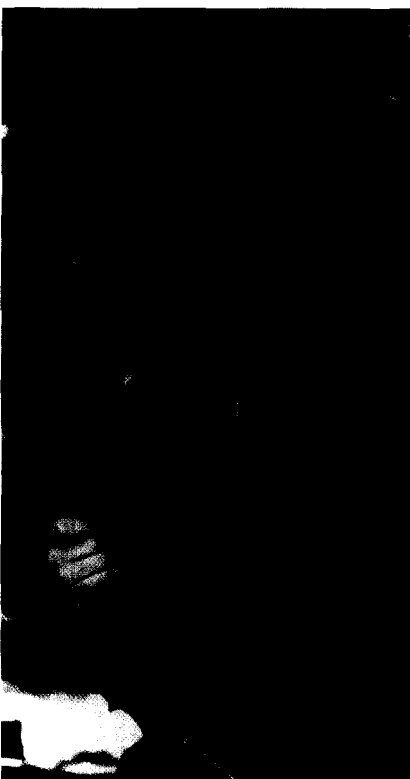
It may be the big city business that beat the heart of our Nation, but, the hometowns across America add the soul.

In the Hometown Gazette newspaper office, a burly editor-in-chief greets us from behind his desk, pipe in mouth, and takes us to the quaint small towns of America through his favorite clippings.

OLD COUNTRY CHURCH

The world's largest cathedrals could not hold the spirits lifted inside the Old Country Church.

The heart lifting strains of a gospel song as it wafts from a choir loft...memories of the quaint country church you attended as a child...epitomizing the American heritage from which we grew. All of these emotions can be found inside the Old Country Church.



... "my very special favorite is 'Old Country Church' with Barbara Fairchild. I get more out of that show than I ever did at services in my big regimented church..."

MS. LINA M. ACCURSO • PORT CHESTER, NY



ROMANCE & LOVE SONGS

Keep the home fires burning with a little afternoon spark.

Beneath soft, dim lights, this delicate, amusing DJ character changes the disk jockey booth into a haven for the love-struck who call in for advice. As she fills the airwaves and the video screen with musical romance, she takes phone calls and offers help to those who are lost in love.

KID VID BLOCK

No kidding! It's children's television that children love to watch.

Positive lessons for learning are noticeably lacking in television today. Americana recognizes this fact and offers young viewers a Kid Vid Block. This programming is exclusively designed for children...for their entertainment and education. While other networks have abandoned their children audiences, Americana seeks to delight young viewers and their parents with uplifting and refreshing television.

AMERICANA ROADSHOW

Have television. Will travel. Discover the road through the eyes of the musicians and their crews.

Americana takes its crews to the road for unique performances by celebrities and non-celebrity artists around the map. Americana Roadshow is taped in documentary form, giving viewers the feeling that they have truly come along for the ride. It's the only way to travel!

BRANSON AFTER HOURS

When the curtain goes down and the house clears, it's time to play hard and play for fun.

From the stage of the College of the Ozarks in Branson, Americana's crew presents famous artists playing acoustic music that's no-holds-barred. Musicians play the music they choose, bringing the best country, folk and blues artists into a relaxed setting before small, live audiences.

RIVER CITY FOLK

They call it folk music and its metronome is the rhythm of life. Release your inner child and learn to feel again.

Americana airs its television version of National Public Radio's series "River City Folk", hosted by folk artist Tom May. Americana's version will feature favorite folk artists, capture the history of folk music and spotlight guest artists in this half-hour program.

A NIGHT OUT

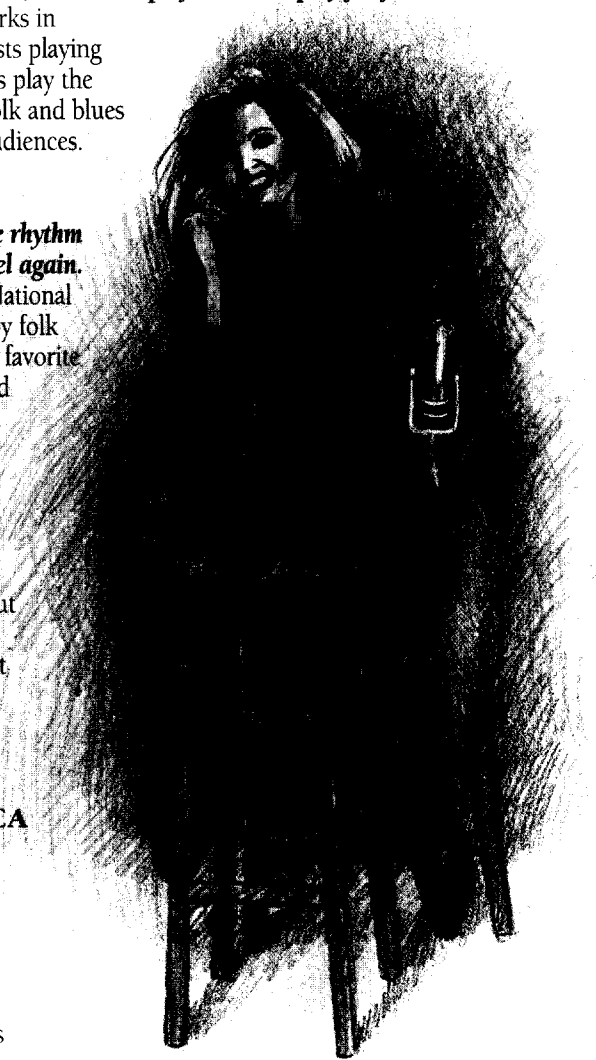
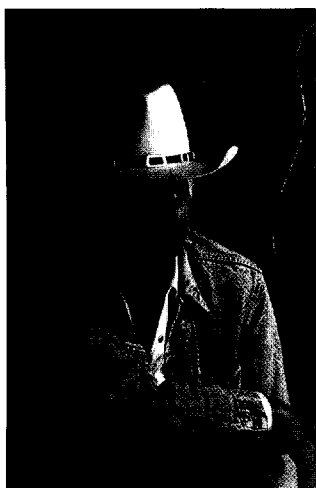
Have that night out on the town and keep the credit cards at home. Americana is picking up the tab.

Americana invites viewers for a Night Out to various concerts, clubs, festivals, circuses, winter carnivals and special events. A Night Out features some pre-produced programming and original Americana programming during this one-hour show.

OUTDOORS ACROSS AMERICA

The excitement of hooking a fish, rafting a foaming river or scaling a mountain is yours to share.

For two hours on Saturday afternoon, nationally known outdoor film makers provide breathtaking visuals of America's wild country. Join hosts such as Daryle Lamonica as he shows families how they can put together their own affordable adventures.



"Thank you, thank you, thank you for your wonderful programming! It's a beacon of golden light, crystal fresh air and sparkling water in the sewer called TV"

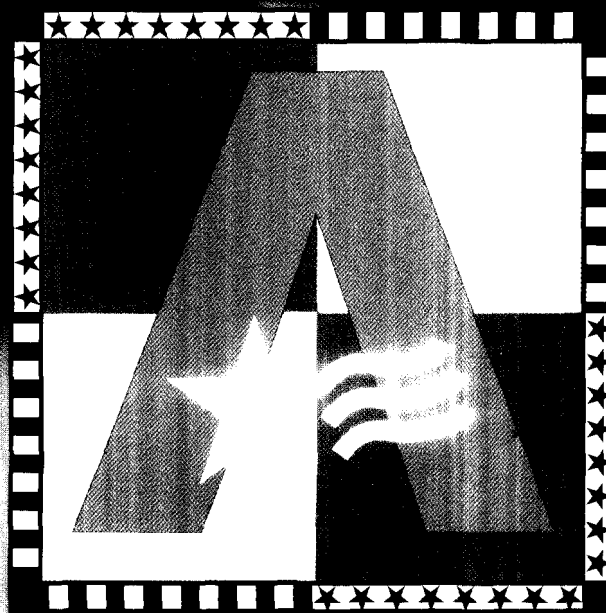
BARBARA HAZZARD • GRAFTON, MA

*In the vast wasteland of television, there is something new on the horizon.
The Americana Network from Branson, Missouri.*

*Where "Reno's Old Time Music Festival" keeps your foot tappin'. Where
storytellers make you laugh. Where you're lifted spiritually by the "Old
Country Church" and performers become friends on Stan Hitchcock's
"Heart To Heart". Where there are enough stars to light up a daytime sky.*

That's Americana. Television you can trust from people who care.

Keep your eye on the horizon.



**AMERICANA
TELEVISION
NETWORK, INC.**

Responses to Media General Preview

VIEWER.XLS

DATE	TIME	MALE/FEMALE	GENERAL COMMENTS
1/14/94	8:10 PM	M	Likes the station - John Bernoski (764-3905).
1/17/94	12:20 PM	M	Likes Americana.
1/17/94	12:30 PM	M	Service is great .
1/17/94	12:30 PM	M	Americana is excellent.
1/17/94	12:50 PM	M	Enjoys bluegrass - Richard Brayden from the Alexandria area.
1/17/94	1:10 PM	M	Loves show; best thing on.
1/17/94	1:10 PM	M	Likes Americana.
1/17/94	1:40 PM	M	Hope that 24 continues to show Americana.
1/17/94	1:50 PM	M	Likes bluegrass and country. Hope to put on channel 24.
1/17/94	2:10 PM	M	Likes Americana, really refreshing.
1/17/94	2:20 PM	M	Likes Stan Hitchcock and Americana - Shannon.
1/17/94	2:30 PM	M	Thinks that this programming is a waste of time.
1/17/94	2:50 PM	F	Likes Americana on channel 24 - Ruth Keller.
1/17/94	3:10 PM	M	Roadshow - keep up the good work; likes this kind of programming.
1/17/94	3:20 PM	M	Likes and appreciates Americana - Max Stenkles.
1/17/94	3:30 PM	F	Likes Americana.
1/17/94	4:10 PM	F	Likes peaceful music, no screaming - Helene Nodine.
1/17/94	4:20 PM	F	Are you going to carry romance classics music channel. If so, when?
1/17/94	4:40 PM	F	She loves Americana; wants to see more of it.
1/17/94	5:50 PM	M	Enjoys Americana; likes Net TV also. Hope it continues.
1/17/94	6:40 PM	F	Videos are great. Love & Romance is disgusting-am not going to watch-Betty Christenser.
1/17/94	7:10 PM	M	Is very pleased with Americana's programming and quality; likes very much.
1/17/94	8:20 PM	M	The Americana channel is very nice; hope it is added.
1/17/94	8:30 PM	M	Watched Reno show and it looks like a great program; keep it up.
1/17/94	8:30 PM	M	Glad to see Americana back on; one of the better programs on TV.
1/17/94	8:40 PM	M	Thinks Americana channel is great; hope it continues.
1/17/94	8:40 PM	F	We think channel 24 for this month is fantastic-keep that good ole country music.
1/17/94	8:40 PM	M	Please keep Americana on.
1/17/94	8:50 PM	F	This is great. I'll continue watching as long as it is on.
1/17/94	8:50 PM	F	What happened to ZTV? First, cartoons & now this junk. We'd like Christian videos too.
1/17/94	8:50 PM	M	We sure would like to have more of this programming, especially the Reno Brothers.
1/17/94	9:00 PM	F	Likes Americana's Bluegrass Music-hope it continues.
1/17/94	9:00 PM	M	Enjoying the programming on Americana-knew some of the musicians personally.

VIEWER.XLS

1/17/94	9:00 PM	M	Likes Americana & hopes it continues. David Brown.
1/17/94	9:00 PM	M	Enjoys live Bluegrass music-hope that there is more.
1/17/94	9:00 PM	M	Enjoys it and hopes that it continues.
1/17/94	9:00 PM	F	Likes the show-hope it continues.
1/17/94	9:00 PM	M	Watched the Clark Family and enjoyed it.
1/17/94	9:00 PM	M	Watched Renos-thought show concept was great. Ed Dyson.
1/17/94	9:00 PM	F	Just a kid but really likes Bluegrass Music.
1/17/94	9:20 PM	M	Super station and would like Americana.
1/17/94	9:20 PM	M	Like New channel-Please leave it on-like the music.
1/17/94	9:30 PM	M	Likes Reno's Music Festival-need to advertise on other channels to let people know.
1/17/94	10:00 PM	M	Rather pleased w/Americana-hope that it does not degenerate to sexy MTV.
1/17/94	10:40 PM	M	Liked 1hr block of Lyle Lovett. Please keep it on.
1/17/94	10:40 PM	F	Hope you keep this channel-very interesting and likes it very much.
1/18/94	1:10 PM	M	He thinks Americana is a waste of time & money-too many country & western channels.
1/18/94	8:30 AM	F	Didn't like PI (toning)-said it turned her off, & if you wanted to reduce, it would make you a nervous wreck.
1/18/94	9:10 AM	F	I liked Americana a lot.
1/18/94	9:10 AM	F	Really liked Americana & was really impressed.
1/18/94	9:10 AM	F	Liked Americana but needs to put some good music on.
1/18/94	9:10 AM	F	Need more positive things on TV.
1/18/94	12:10 PM	M	Americana seems like a nice show-would like to see more. Arthur Tesh (968-0987).
1/18/94	12:30 PM	M	Just watched for the first time-seems to be a nice show. Thoroughly enjoyed it.
1/18/94	1:00 PM	M	Liked the Americana channel-would like it on channel 44. Tom Gabe.
1/18/94	1:10 PM	F	I liked the program-hope that it is left on.
1/18/94	2:00 PM	F	Very Bad!!!
1/18/94	2:00 PM	M	Very good idea-please continue.
1/18/94	2:00 PM	F	It was great-just happened to catch it. Really enjoyed it.
1/18/94	2:00 PM	F	I think the programming is wonderful-wants it all of the time.
1/18/94	2:30 PM	F	I enjoyed Americana very much and am happy it has its own cable.
1/18/94	3:40 PM	M	Am not crazy about Bluegrass-liked the whites. Nice stuff. 560-3407.
1/18/94	3:50 PM	M	Think Americana is good-offers a wide variety and a good change from MTV.
1/18/94	3:50 PM	F	Liked this type of programming very much-hope it continues.
1/18/94	4:00PM	M	Great show-how about running it regularly.
1/18/94	4:00 PM	F	Very impressed w/programming on 24- in favor of it & hope test is favorable.
1/18/94	4:50 PM	F	Enjoying Americana very much-thought we'd like to know.
1/18/94	4:50 PM	M	This show kicks so much butt.The banjos are awesome.Keep this show on Media Gen.
1/18/94	4:50 PM	M	Keep it coming. Good stuff.

VIEWER.XLS

1/18/94	6:00 PM	M	Good station-good stuff -wondering what station it was.
1/18/94	6:30 PM	F	Watching at 10:34pm. said screen is green. Doesn't know what is going on.
1/18/94	7:00 PM	F	Americana channel on 24 is wonderful-enjoys it and would like music channel.
1/18/94	7:20 PM	M	On channel 24, picture is very small. Please enlarge it.
1/18/94	8:00 PM	?	No one there.
1/18/94	8:00 PM	M	Like the music on Americana-would be better if the green didn't block it out.
1/18/94	8:20 PM	F	There is nothing showing on 24.
1/18/94	8:20 PM	F	Am getting no picture-can hear the music-7/8's of screen blocked off.
1/18/94	8:30 PM	M	No one there.
1/18/94	10:30 PM	M	Some of music is interesting.However its stupid to have screen blocked out (James Dobbs).
1/18/94	10:50 PM	M	Wondering why I cant see but 10%of screen- blanked out w/velvet screen of nothingness.
1/19/94	12:15 PM	F	Like Americana so far-liked net channel also.
1/19/94	12:30 PM	M	Think it is a great idea-excellent. Hope we get it.
1/19/94	12:40 PM	F	Like it very much. thanks.
1/19/94	1:00 PM	M	Caught Reno Family. Thought it was neat & excellent.
1/19/94	1:00 PM	M	Really good. I like it. Much better than Nashville Network.
1/19/94	1:00 PM	M	I enjoyed it. Hope it continues.
1/19/94	2:10 PM	M	Would rather have ESPN instead of music channel.
1/19/94	3:20 PM	M	Definitely an alternative to MTV. Like it & would like on basic service.
1/19/94	3:50 PM	M	Think this is a good channel. Like storytelling. Hope it continues.
1/19/94	5:50 PM	M	Like the country video. Keep up the good work.
1/19/94	6:00 PM	F	Likes the country & western music. Play more-its good.
1/19/94	7:30 PM	M	I don't think we need another music channel. How about ESPN #2.
1/19/94	7:40 PM	M	If you had more of this, (How to make a fiddle), Id watch more TV instead of other junk.
1/19/94	7:50 PM	M	Real nice show. Need more like Americana.
1/19/94	8:30 PM	F	Saw concert w/Wild Fire. Loved music-thought it was great. Linda Dunn 644-7311.
1/19/94	9:00 PM	F	Americana is great-real down home and entertaining.
1/19/94	9:30 PM	F	Interesting & lot of fun. Would like to see more of that.
1/19/94	10:00 PM	F	The Americana program is good, but we could do without the stupid, stupid announcer.
1/19/94	11:00 PM	M	Americana is great. Peaceful and fine musicians playing.
1/19/94	11:20 PM	M	Watching Americana and really enjoying. Please keep on station. Billy Bob 273-5315.
1/19/94	11:20 PM	F	Avid country music listener. Think this channel is great.
1/19/94	11:50 PM	F	I like it and think it is a great idea. I like Kevin Welch.
1/20/94	12:10 AM	F	Like the service. Hope it continues. Very interesting and nice.
1/20/94	1:00 AM	M	Great program. Loved every minute of it. Hope it continues. Liked jazz.
1/20/94	1:20 AM	F	Do like country-Am a country fan. Please keep it on.

VIEWER.XLS

1/20/94	5:30 AM	F	Think it is very bad. Informercial is boring and trite.
1/20/94	11:00 AM	F	It is good-good!!!
1/20/94	11:40 AM	F	I like the channel. I think you should keep it.
1/20/94	12:10 PM	F	I like your stories-wish you could have more. Amanda
1/20/94	12:30 PM	M	Whatever this channel is-get rid of it. It is the worst thing he'd ever seen.
1/20/94	12:30 PM	M	I like the show. Thank you.
1/20/94	12:30 PM	F	I love it. Leave it on if its free.
1/20/94	12:30 PM	F	It is fantastic.
1/20/94	1:20 PM	F	We like Americana on channel 24 - Frances Staples (971-7333).
1/20/94	1:20 PM	F	Americana is very good on channel 24.
1/20/94	2:40 PM	F	I would rather have WWOR or just about any channel.
1/20/94	2:50 PM	M	I like Americana on channel 24. Keep it up.
1/20/94	2:50 PM	M	I think the Americana network is a waste. Don't want to give up any of the existing channels.
1/20/94	4:00 PM	M	I think Americana is a good idea and should be on regularly.
1/20/94	4:00 PM	F	Very good channel; should hear more.
1/20/94	4:00 PM	M	Really enjoy Americana. Keep up the good work (360-1280).
1/20/94	4:30 PM	M	I think it is great. Keep it on channel 24.
1/20/94	4:50 PM	M	I think there is no need for another network like CMT or TNN.
1/20/94	5:30 PM	M	I like it - you should keep it.
1/20/94	6:40 PM	F	I think it's great; continue on with the good service.
1/20/94	6:50 PM	F	Please get rid of the dumb blonde and boring talk. Don't know what this channel is all about.
1/20/94	6:50 PM	F	What is this? Writers should go back to the drawing board.
1/20/94	7:30 PM	M	I am glad to see you are carrying Americana. Please carry this and WWOR.
1/20/94	7:30 PM	F	We like this country music very much; hope you keep it.
1/20/94	8:50 PM	M	I think it is great; something everyone can watch.
1/20/94	9:57 PM	M	I like the channel; want to see more of it.
1/20/94	10:30 PM	F	Excellent idea; I love bluegrass.
1/20/94	10:30 PM	M	My opinion is that it is very good; like to see every night.
1/20/94	11:00 PM	M	Will thoroughly enjoy the bluegrass if it's played continually.
1/20/94	11:00 PM	M	Think it's a worthwhile program, interesting and should be continued.
1/21/94	1:20 AM	M	Seems like a good service. Likes blues and jazz and wants it to continue.
1/21/94	1:40 AM	M	Would like to have Americana. It's great; we love it - Billy Bob.
1/21/94	9:50 AM	F	Really like the show and wide variety of videos.
1/21/94	9:50 AM	F	Likes Americana but too many commercials.
1/21/94	10:00 AM	F	Am a college student and really like it.
1/21/94	11:00 AM	F	Like it very much; wonderful and rather unique.

VIEWER.XLS

1/21/94	11:00 AM	F	Americana is really good and hope you keep it.
1/21/94	11:00 AM	M	Really like D.J.; it's great. Keep it - John (971-5566).
1/21/94	12:10 PM		No one there.
1/21/94	12:10 PM	M	I love it.
1/21/94	12:10 PM	F	I like the Americana channel and Reno Brothers; need more bluegrass music.
1/21/94	12:50 PM	M	This is the greatest channel ever. I love this channel.
1/21/94	1:20 PM	M	Americana is great. Let's have more of it.
1/21/94	2:20 PM	F	Thank you for putting on Americana again. I had missed it.
1/21/94	3:10 PM	F	I like this channel; hope it continues.
1/21/94	3:50 PM	M	I enjoy Americana and would like to see it continued.
1/21/94	4:00 PM	F	We like the channel very much; hope it continues.
1/21/94	4:00 PM	M	I think it's great; keep it up.
1/21/94	4:10 PM	M	I really like it; hope you continue it - Bill Tidwell.
1/21/94	4:20 PM	F	I like Americana. Please keep it if you can.
1/21/94	5:00 PM	M	Very entertaining and professionally done; hope to see more in future.
1/21/94	5:30 PM	M	I like the station; hope you keep it.
1/21/94	5:30 PM	F	Turned it on by accident and watched all night long; like it.
1/21/94	8:10 PM	M	The channel is well enjoyed; keep up the good work.
1/21/94	8:40 PM	M	I like the show, keep it on.
1/21/94	8:50 PM	M	We really are enjoying Americana Network.
1/21/94	9:00 PM	F	I really enjoy it; keep it on forever.
1/21/94	9:30 PM	F	It's wonderful; keep it on.
1/21/94	10:00 PM	M	Keep Americana on, great shows.
1/21/94	10:00 PM	M	We like the Americana channel; hope it continues.
1/21/94	10:00 PM	F	It's brilliant; great programming.
1/21/94	10:00 PM	M	I really like it, especially the music.
1/21/94	10:00 PM	F	Americana is a good addition to your service; it's music all over the country and we enjoy it.
1/21/94	10:40 PM	F	I just enjoy country music; all kinds. I enjoy the show & learning about the songwriters & how they got started is great.
1/21/94	11:50 PM	M	Stay on one channel please - it's too confusing to keep up with so leave channel alone.
1/22/94	12:10 AM	M	Great idea; great concept. Keep it!
1/22/94	12:10 AM	M	It sucks.
1/22/94	12:10 AM	M	Likes Americana on channel 24; appreciates.
1/22/94	1:30 AM	F	I definitely like the network and hope it's permanent.
1/22/94	2:00 AM	M	Enjoy the network, especially the bluegrass show; hope it continues.
1/22/94	8:00 AM	M	Looks good; open channel-no volume.
1/22/94	8:00 AM	M	I do not like it. I liked it better when it was on another channel on weekends with selective programming.

VIEWER.XLS

1/22/94	9:10 AM	M	What I see looks good but I can't hear it.
1/22/94	9:10 AM	M	No sound; please turn it on.
1/22/94	9:20 AM	M	It's fixed; sounds good.
1/22/94	9:30 AM	M	I like it, couldn't find anything else on and was going through channels and this caught my attention. Good job.
1/22/94	10:00 AM	M	I think there are enough music channels on already.
1/22/94	10:50 AM	F	I think it's beautiful, teaching children wholesome things; need more things for children.
1/22/94	11:00 AM	M	Seems okay.
1/22/94	11:50 AM	F	I am five years old and I like the show.
1/22/94	12:30 PM	F	I like it, need more country music.
1/22/94	12:50 PM	M	I like Americana. It's a good healthy atmosphere; we need it right now.
1/22/94	12:50 PM	F	It's very nice. I like it, very entertaining.
1/22/94	2:10 PM	M	Good concept; great programming.
1/22/94	2:10 PM	F	I really approve. I don't fish but do hike. Keep showing.
1/22/94	2:10 PM	M	Great. Keep program on.
1/22/94	2:20 PM	M	Loves it, especially the fishing show.
1/22/94	2:50 PM	F	I like Americana a lot, but wouldn't pay extra for it.
1/22/94	3:10 PM	M	Super shows. I'm all for it.
1/22/94	3:50 PM	F	Really enjoy fishing program; would like to see more with fishing with women in it.
1/22/94	3:50 PM	M	It's good; like series on fishing.
1/22/94	3:50 PM	M	So far very interesting; like to see more.
1/22/94	3:50 PM	M	Really enjoy, especially outdoors shows. Like fishing and would like to see more fishing shows.
1/22/94	4:00 PM	F	Enjoy fishing show. Good if you would involve women instead of just men.
1/22/94	4:10 PM	M	Like the fishing episode; so far so good.
1/22/94	4:20 PM	M	It's a great new addition - outdoor life and fishing.
1/22/94	4:20 PM	M	Very good, especially fishing.
1/22/94	4:20 PM	M	Quit selling TV with commercials and shows like QVC; bring back Baltimore.
1/22/94	4:20 PM	M	Continued programming; looks good.
1/22/94	4:20 PM	M	I really like new Americana; keep it.
1/22/94	4:50 PM	M	Loves the programming; fix audio and get listings in magazines.
1/22/94	4:50 PM	M	Outstanding; leave it on.
1/22/94	5:00 PM	M	Great production; keep it on.
1/22/94	5:10 PM	M	I really like it, especially the outdoors. Bring aboard.
1/22/94	5:10 PM	F	I really like it.
1/22/94	5:50 PM	M	I enjoy Americana very much on channel 24.
1/22/94	6:10 PM	F	Enough music channels already.
1/22/94	6:10 PM	F	Keep it on; I really enjoy it.

VIEWER.XLS

1/22/94	6:10 PM	M	I really like the fishing programs.
1/22/94	6:10 PM	M	Fabulous programming.
1/22/94	6:10 PM	M	I give it a thumbs up. I really like the D.J. videos.
1/22/94	6:20 PM	F	Lyle Lovett sure is good; keep playing now.
1/22/94	6:30 PM	M	It's great.
1/22/94	7:10 PM	M	Trash it!
1/22/94	7:20 PM	M	Should have more western living; keep playing.
1/22/94	7:50 PM	F	Don't care for it at all.
1/22/94	7:50 PM	M	Media General doesn't need another music channel.
1/22/94	7:50 PM	M	Thanks for brining programs from the old heritage times.
1/22/94	8:00 PM	M	I really like (channel 24); great program ideas.
1/22/94	8:00 PM	M	Keep up the good work.
1/22/94	8:40 PM	F	Music very good, but way too many commercials.
1/22/94	9:00 PM	M	Quite interesting and good variety.
1/22/94	9:40 PM	M	I really like this channel.
1/22/94	11:20 PM	M	Big "No".
1/23/94	8:10 AM	M	Excellent; better than country TV.
1/23/94	10:10 AM	M	Delightful channel.
1/23/94	10:20 AM	F	Thanks for rationalizing music; enjoy it.
1/23/94	10:30 AM	F	Enjoying Americana, especially the gospel.
1/23/94	10:30 AM	M	It is fabulous!
1/23/94	10:40 AM	M	Great for basic cable.
1/23/94	12:00 N	F	Good gospel music; keep it going.
1/23/94	12:00 N	F	Keep up the good work; gospel videos are great.
1/23/94	12:10 PM	F	We just love it; keep it on.
1/23/94	12:30 PM	M	I like Americana.
1/23/94	1:10 PM	M	Please continue; don't sell jewelry - will never make it.
1/23/94	1:10 PM	M	Good channel; not enough advertising for it though.
1/23/94	1:30 PM	M	I really like it; keep it on.
1/23/94	1:50 PM	M	I say "keep it"!
1/23/94	2:00 PM	F	I really like this channel; missed it when it was off for a couple of weeks.
1/23/94	2:00 PM	F	We love it.
1/23/94	2:30 PM	M	I don't like it; put on ESPN.
1/23/94	3:00 PM	F	Excellent programming; gives good culture to Americans. I like the jazz show too.
1/23/94	3:00 PM	M	A welcomed informative.
1/23/94	3:30 PM	M	Enjoy Americana, keep it; good channel to watch.

VIEWER.XLS

1/23/94	3:40 PM	M	Dumb! Are you going to do cartoons you tested some time ago?
1/23/94	4:10 PM	F	A wonderful network to watch.
1/23/94	4:20 PM	M	Good idea, concept.
1/23/94	4:40 PM	M	I like the Old Country Church show very much.
1/23/94	6:30 PM	M	good station; enjoying very much.
1/23/94	6:50 PM	M	Like Americana station; keep up the good work.
1/23/94	6:50 PM	M	We think it's a great network to watch.
1/23/94	7:20 PM	M	Great show; I saw Fred Lynne who used to be our pastor a long time ago. It was great.
1/23/94	7:20 PM	M	I think it's great; have enjoyed all of it.
1/23/94	7:50 PM	M	I like the service of great programming.
1/23/94	8:00 PM	M	I think it's wonderful; keep it on.
1/23/94	8:10 PM	F	Americana is the best network on TV. I rate it a 10 and would like to see more Christian music.
1/23/94	8:20 PM	M	I like all of Americana.
1/23/94	8:50 PM	M	I like it, what I've seen and especially the Christian music.
1/23/94	9:00 PM	M	Enjoying Americana on channel 24 very much.
1/23/94	9:00 PM	M	Two votes against if we have to pay for it.
1/23/94	9:00 PM	M	Watching Americana on channel 24; would like to see it continue on.
1/23/94	9:00 PM	M	Americana has my support; keep it on.
1/23/94	9:10 PM	F	Love the gospel; would like to see more.
1/23/94	9:20 PM	M	I think it's excellent.
1/23/94	9:20 PM	M	I like Americana very much; great music and great quality.
1/23/94	9:20 PM	M	Enjoy it very much; would like to see more of it.
1/23/94	9:20 PM	M	We are enjoying it; make it a part of a regular schedule.
1/23/94	9:20 PM	M	Watching Americana on channel 24 - I appreciate it and keep it on.
1/23/94	9:30 PM	M	Excellent network; continue it. I like variety of gospel music, it's great.
1/23/94	9:30 PM	M	We enjoy Americana.
1/23/94	9:30 PM	M	I love this network here on channel 24.
1/23/94	9:40 PM	M	I like this station.
1/23/94	9:40 PM	M	Should have more programming like this.
1/23/94	9:40 PM	M	I like Americana programs very much.
1/23/94	10:00 PM	M	Yeah, been watching 3 or 4 days now; very good idea.
1/23/94	10:00 PM	M	Enjoying channel 24; would like for you to keep it on.
1/23/94	10:00 PM	M	Watching Americana on channel 24; like what we've seen so far.
1/23/94	10:00 PM	M	I enjoy all of it; hope to see more in the future.
1/23/94	10:00 PM	F	I appreciate Americana; makes me closer to Jesus.
1/23/94	10:30 PM	F	I really liked Americana before in KY, WA, and now in VA.

VIEWER.XLS

1/23/94	10:30 PM	M	It's wonderful; keep it on.
1/23/94	10:30 PM	F	Our family loves it-the bluegrass, the American culture; please continue.
1/23/94	10:30 PM	M	It is great; keep it on.
1/23/94	11:00 PM	M	Better than anything on - give it a big vote "yes".
1/24/94	12:10 AM	M	I think it's great.
1/24/94	12:30 AM	M	Subscriber in Fairfax County; really fantastic network. Keep violence off.
1/24/94	12:40 AM	M	Would like to see shows with Bob Wells and Mama Maybelle and Carters.
1/24/94	2:00 AM	M	We like it.
1/24/94	3:00 AM	M	Don't like it.
1/24/94	1:00 PM	M	Fantastic; keep up the good work.
1/24/94	2:30 PM	M	I think it's fantastic; hope they get it.
1/24/94	3:10 PM	F	We like it as long as you keep it all American; enjoy the history of the artists.
1/24/94	3:20 PM	F	Absolutely horrible; don't ever think of adding it-no redeeming value.
1/24/94	10:20 PM	M	It's great! I'm a country western fan. Don't replace it with Rock n' Roll. Keep it country.
1/24/94	10:40 PM	F	I was scanning through channels and saw Americana and I like it.
1/24/94	10:40 PM	M	First time watching it and I think it's good; keep it on.
1/24/94	11:10 PM	M	I think it's boring.
1/25/94	1:10 PM	M	I enjoy it; the better type music.
1/25/94	1:30 PM	M	Hi; like Americana-keep it on for full service.
1/25/94	1:40 PM	F	Like the program; please give artists' names more often.
1/25/94	1:40 PM	M	Think Americana is great; keep it on - John Epstrom.
1/25/94	2:00 PM	M	Americana needs to be taken off the air.
1/25/94	3:40 PM	M	Like the channel.
1/25/94	3:40 PM	M	Appreciate putting this type of music on.
1/25/94	3:50 PM	M	I think your Americana has very little potential. You guys suck. You suck bad. You are a disgrace; you ruin TV.
1/25/94	3:50 PM	M	Just tuned in; my 1st time watching it, but I think its okay-very refreshing show so hope that it continues.
1/25/94	4:00 PM	M	I watched the entire show and I loved it. Keep it going.
1/25/94	4:00 PM	M	Just heard the tale end of channel 24 but before 4:00. It's a wonderful program; I like it and ranks up there w/Discovery
1/25/94	4:20 PM	F	I watched your show today and really enjoyed it.
1/25/94	9:20 PM	F	Very informative and refreshing. Keep it on.
1/25/94	9:20 PM	F	Watched women of the prairie and old west; very interesting and explores different type of programming.
1/25/94	9:30 PM	F	Really liked pioneer woman; think Americana would be a good addition.
1/25/94	9:30 PM	F	Think Americana idea is wonderful; I love it and very educational.
1/25/94	9:50 PM	M	Great network; good job. Programming gives our culture and heritage; please save.
1/25/94	10:00 PM	M	Americana channel is outstanding; please continue indefinitely.
1/25/94	10:00 PM	M	Very impressed with Americana; well put together. Please continue.
1/25/94	10:00 PM	F	Thoroughly enjoyed documentary; hope to see more on station.
1/25/94	10:10 PM	F	We are enjoying Americana; it would be a nice addition to the network.
1/25/94	10:10 PM	M	Excellent performance; all enjoying it, good music, and good production.
1/25/94	10:30 PM	M	Love the variety shows from Branson, MO. Keep them on there.
1/25/94	11:00 PM	F	Enjoyed concert with Kenny Rogers; very nice.
1/25/94	11:00 PM	F	I think the program was absolutely wonderful; please put it on your agenda.
1/25/94	11:00 PM	M	I like the Americana channel; please offer it both on limited and full service.
1/25/94	11:20 PM	F	I think Americana is wonderful. Please keep it on.

VIEWER.XLS

1/25/94	11:40 PM	F	Enjoying Americana channel; please keep it on if you don't take anything away.
1/26/94	12:50 AM	M	Don't rednecks have enough to watch already; this is a waste of time - cut it off now. Please carry the cartoon network.
1/26/94	1:50 AM	M	What a great night with Randy Travis.
1/26/94	11:40 AM	F	Glad to see country music on TV; would like to request close captioned TV for videos since she does not hear well.
1/26/94	3:10 PM	F	Likes channel 104 - Ann K.
1/26/94	3:20 PM	M	I think it's outstanding.
1/26/94	9:20 PM	F	I like Americana. Please keep it on.
1/26/94	11:20 PM	M	I don't think Americana is very good. Personally, I would like to see more ice skating.
1/27/94	12:00 AM	F	I just watched Country Lightning; please consider keeping Americana on.
1/27/94	1:40 AM	F	I think it's wonderful. I love it; keep it up.
1/27/94	2:00 AM	F	I love this show. Wish it was on a little earlier in the day.
1/27/94	10:50 AM	?	No one there.
1/27/94	11:20 AM	M	You might want to list Americana in one of your television guides so that people know about it.
1/27/94	1:00 PM	M	Americana programming is very entertaining. Please keep it on.
1/27/94	1:50 PM	F	I like it but I would also like some of the old stars too.
1/27/94	2:10 PM	M	I think the Americana channel would be a good addition; also curious whether or not ESPN #2 will be added.
1/27/94	2:20 PM	M	Like the channel; discreet in programming and think it is needed very much.
1/27/94	3:00 PM	F	I like Americana very much; hope you continue it.
1/27/94	3:00 PM	F	The children and I love it. Please carry it for limited subscribers. Barbara Carter.
1/27/94	3:40 PM	F	Enjoy country, folk, and bluegrass music. Thank you very much. Diane Lefleur.
1/27/94	3:50 PM	M	Liked Renos and bluegrass. Keep up the good work.
1/27/94	4:00 PM	M	Really enjoy Americana; need schedule when it is on. I will watch it.
1/27/94	4:50 PM	F	Think the videos are pretty good but the radio show is the goofiest thing I've ever seen; enough video shows on service.
1/27/94	5:30 PM	M	Great idea but would like to see Arabic network. Michael.
1/27/94	8:00 PM	F	Like Americana channel; keep it on.
1/27/94	8:10 PM	M	Enjoy very much, nice; keep it up.
1/27/94	8:10 PM	M	Thank you, thank you, thank you.
1/27/94	8:20 PM	M	Excellent program; entertaining and very nice. Please keep.
1/27/94	8:30 PM	M	I just watched River City Folk; enjoyed very much. Keep it.
1/27/94	8:50 PM	M	Americana sounds pretty good; hope you keep it.
1/27/94	9:00 PM	M	Enjoy Americana very much; like the old time shows. Leave it on.
1/27/94	9:10 PM	M	Really enjoy Americana.
1/27/94	10:10 PM	F	Like Americana; hope it continues.
1/27/94	10:40 PM	M	Excellent; we need stuff like this. Keep up the good work.
1/27/94	11:00 PM	M	Think Americana channel is outstanding; fits well with area.
1/27/94	11:00 PM	M	Watched the Old Time Music Festival; very good and would like Americana added.
1/27/94	11:00 PM	M	Like Americana and folk music; keep up the good work.
1/27/94	11:30 PM	F	Like the show very much; hope it continues.
1/28/94	10:10 AM	F	Think it's good; should leave it on for a little while.
1/28/94	12:00 PM	F	Americana channel is wonderful; it's great, especially the videos.

VIEWER.XLS

1/28/94	12:50 PM	M	I think it is outstanding; good, clean, wholesome music.
1/28/94	1:00 PM	M	I like the program very much and would like to see it continue.
1/28/94	1:00 PM	M	It is a good channel; hope you do not bring in bang, bang rock and roll music.
1/28/94	1:00 PM	M	Appreciate the Americana programs; decent and entertaining.
1/28/94	1:10 PM	F	Really like this; so funny and kids enjoyed also. Hope it stays on.
1/28/94	1:10 PM	F	Really like Americana and little girl likes it too. Joannie Crane.
1/28/94	1:50 PM	F	We really love this channel; our 2 year old granddaughter loves the circus-fantastic, refreshing.
1/28/94	4:00 PM	M	Appreciate what you are doing. It is great. Get it on the air somewhere. Knock Nostalgia off.
1/28/94	5:30 PM	F	Americana sucks. I like Nazi Germany better. I don't like Americans.
1/28/94	8:20 PM	M	This is very good wholesome entertainment; quite excellent even though it seems to be on the country side. Please keep.
1/28/94	8:20 PM	M	Liked the circus and enjoy more family programming. We would like to see Americana added.
1/28/94	8:30 PM	M	We really enjoy any type of circus program; we would enjoy it if there were more circus programs.
1/28/94	9:00 PM	M	Liked the circus and Americana Network. It is very good.
1/28/94	9:50 PM	M	I think it is definitely a nice channel. It would certainly be a benefit to your service. Keep it.
1/29/94	1:00 AM	F	I think it is great so far for what I've seen. I think it is a good choice.
1/29/94	9:30 AM	F	I like it. Keep it on.
1/29/94	10:10 AM	M	Bob Lowry. I think this is a very good programming. I have been enjoying it.
1/29/94	10:40 AM	M	I saw a little bit of Americana last night and I liked it very much; it would be a good additional to your cable channels.
1/29/94	1:10 PM	M	I stay tuned to Americana all of the time. It's a good program. Please keep it.
1/29/94	1:10 PM	F	We love the country music video. We really like the storytelling and the bluegrass music. Very pleased to have this.
1/29/94	2:50 PM	M	Very entertaining, especially at this time of year when most of us are housebound and can't get out to fish, etc.
1/29/94	3:00 PM	M	I really love Americana; the program was Anglers in Action and the picture was great. Hope to see more of this.
1/29/94	3:00 PM	M	Really like Americana and would like to see it stay; hope it is an economy channel. Fred Maxwell.
1/29/94	3:00 PM	M	I like your Americana Network; should leave it on.
1/29/94	3:10 PM	F	My name is Stacy and I really like this channel because there is fishing on it.
1/29/94	3:21 PM	M	I think the show is great and you should keep it on. Thanks for putting it on.
1/29/94	3:22 PM	M	I think it is a good show on Saturday afternoon, to see the fishing, etc.
1/29/94	3:25 PM	F	I think the Americana is a terrific station.
1/29/94	3:50 PM	M	I enjoyed the fishing very much and have a lot of associates that like this; I will pass the word.
1/29/94	4:10 PM	M	Being a fisherman, I am enjoying this channel immensely.
1/29/94	4:20 PM	M	I think it is a great show; I would appreciate it if you would keep it on.
1/29/94	4:20 PM	M	I like the Americana channel; please keep it on.
1/29/94	4:25 PM	M	I love the hunting and fishing shows; keep up the good work.
1/29/94	4:30 PM	M	I liked the Billy Westmoreland program and fishing show; please keep this channel on.
1/29/94	4:50 PM	M	Good show; am enjoying it very much.
1/29/94	5:00 PM	M	Am enjoying the Americana show; please keep it on the air.

VIEWER.XLS

1/29/94	5:00 PM	M	I think the show on Americana on Saturday was great; keep it up.
1/29/94	5:00 PM	M	I think it is a very good thing to bring our attention to our world and country.
1/29/94	5:00 PM	M	I think it is great and I am calling people around the area; lots of hunters and fishers that would enjoy this.
1/29/94	5:50 PM	M	We really enjoy the Americana channel; there are several of us that are watching - hope we get it.
1/29/94	7:00 PM	F	I am really enjoying your new program on channel 24; really great addition.
1/29/94	8:00 PM	F	Just watched the last part of the circus; it was delightful.
1/29/94	8:00 PM	M	Just watched the circus and really enjoyed the show; hope we see more programs like this.
1/29/94	8:00 PM	F	Have been watching the Americana channel; like it a lot and wish that you would carry it.
1/29/94	8:30 PM	M	I like the Americana channel and I would like to see it continued.
1/29/94	9:00 PM	F	We like the show and wanted you to know.
1/29/94	9:30 PM	F	I like the storytelling theatre and looks quite interesting; also, enjoyed music on River City Folk - would be a nice addition.
1/29/94	9:30 PM	F	We like the live music but we could do without the storytelling; hope you continue.
1/29/94	9:40 PM	M	I think it is excellent.
1/30/94	12:00 AM	M	It is of interest because of its music.
1/30/94	9:00 AM	F	I was very disappointed about the Jet-Aire show; over-priced in the shipping and people were very rude.
1/30/94	10:30 AM	M	I think it is very fantastic; hope you should continue.
1/30/94	10:50 AM	F	Channel 24 is okay but really would like channel 54 because of good movies and other good things on it.
1/30/94	11:00 AM	F	Put it on the air; it's a good show.
1/30/94	11:00 AM	M	I think it is wonderful; I think you should put more of this broadcasting on. Keep it up.
1/30/94	11:10 AM	M	Americana is very nice.
1/30/94	12:00 PM	F	I want it; I like it especially if it includes the gospel singing that I have heard.
1/30/94	12:00 PM	M	I like Americana channel very much; I hope it continues.
1/30/94	12:30 PM	F	Watching for the last few days and enjoyed what I saw; hope it continues.
1/30/94	1:10 PM	F	I think it is great but do not charge us for it.
1/30/94	2:10 PM	F	Wonderful addition to Media General; I am a teacher and I can see so many ways to use the history in the shows.
1/30/94	2:30 PM	F	I really enjoyed Americana programming, especially the letters from the pioneer women.
1/30/94	2:30 PM	F	I thought it was great, I hope you continue.
1/30/94	3:00 PM	F	Very good, very interesting. I think you should have more of it.
1/30/94	3:00 PM	F	It is absolutely super, the dialog and the photography was great.
1/30/94	3:30 PM	F	Thank you; I like the country music but I do not want to pay for it.
1/30/94	4:00 PM	M	We really like the Americana station, we would be happy if you added it.
1/30/94	4:30 PM	F	Real people, real music and wonderful stories; I love it. Keep it coming.
1/30/94	5:00 PM	F	I really loved the documentaries you played today; they were new and refreshing.
1/30/94	6:00 PM	F	I enjoy the country videos; I hope you keep it on the air.
1/30/94	7:00 PM	F	Mrs. Stewart. I hope you keep it on, its really great; I enjoy all the music.
1/30/94	8:00 PM	M	I prefer that the programming not be added to the Media General programming.